ABSTRACT

A computer system and method for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity. Each advertising opportunity is an opportunity to serve an advertisement to a browser in response to a request for content by the browser. Using bidding parameter supplied by advertisers to the computer system, bids are submitted in real-time for fulfilling the advertising opportunity. The computer system then selects a bid and identifies a corresponding advertisement for fulfilling the advertising opportunity.